

**Remarks**

Applicant has carefully reviewed the application in light of the Office Action dated September 11, 2002. At the time of the Office Action, Claims 1-51 were pending in the application. Applicant amends Claims 1, 9, 13, 15, 17, 22, 24-29, 31, 34-37, 41, 45, 48 and 50 and cancels Claims 23 and 51. Applicant respectfully requests reconsideration of all pending claims.

**Priority**

The Examiner objects to Priority because the current application lacked copendency with application 09/561,644. Applicants amend the specification to claim the benefit of U.S. Provisional Application Serial number 60/163,755, filed November 5, 1999 and entitled *Automotive Internet Business Methods and Systems*. Accordingly, Applicants respectfully request that the objection be withdrawn.

**Section 112 Rejections**

The Examiner rejects Claims 1, 17, 31, 45, 48, and 50 under 35 U.S.C. §112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which Applicant regards as the invention. To advance this Application expeditiously to issuance, Applicants amend Claims 1, 17, 31, 45, 48, and 50. None of these amendments are considered necessary for patentability and should not be construed as acquiescence to or agreement with the Examiner's statements in the Office Action.

**Section 102 Rejections**

The Examiner rejects Claims 1, 3, 9, 15, 17, 23, 29, 31, 37, 43, 45, and 49 under 35 U.S.C. §102(e) as being anticipated by U.S. Patent No. 6,282,517 B1 issued to Wolfe (hereinafter "Wolfe").

With respect to anticipation under §102, the Court of Appeals for the Federal Circuit has consistently adhered to the basic principle that: "A claim is anticipated only if each and every element as set forth in the claim is found, either expressly or inherently described, in a single prior art reference." *Verdegaal Bros. v. Union Oil Co. of California*, 814 F.2d 628, 631, 2 U.S.P.Q.2d 1051, 1053 (Fed. Cir. 1987). In addition, "[t]he identical invention must be shown in as complete detail as is contained in the ... claim," and "[t]he elements must be arranged as

required by the claim.” *Richardson v. Suzuki Motor Co.*, 868 F.2d 1226, 1236, 9 U.S.P.Q.2d 1913, 1920 (Fed. Cir. 1989); *In re Bond*, 15 U.S.P.Q.2d 1566 (Fed. Cir. 1990); M.P.E.P. § 2131 (emphasis added).

Amended Claim 1 recites, in part, “An online communication schema for an online vehicle ordering and tracking system, comprising a search request message including at least one search criteria ... and a weighting of each criterion ... a search reply message including a list of vehicles matching the at least one search criteria ... and a plurality of vehicle configuration parameters of the vehicles matching at least one search criteria, including vehicle identifier, make, model, dealer identifier, price, and color. ... and a tag request message comprising tagged vehicle parameters, the tagged vehicle parameters including the vehicle identifier, a first dealer identifier of a first dealer having the tagged vehicle in inventory ... a second dealer identifier of a second dealer selected by the user from whom to purchase the tagged vehicle in the first dealer’s inventory.” *Wolfe* fails to teach, suggest, or disclose various aspects of amended Claim 1.

For example, *Wolfe* fails to teach, suggest, or disclose “a tag request message comprising tagged vehicle parameters, the tagged vehicle parameters including a vehicle identifier, a first dealer identifier of a first dealer having the tagged vehicle in inventory ... a second dealer identifier of a second dealer selected by the user from whom to purchase the tagged vehicle in the first dealer’s inventory,” as recited, in part, in amended Claim 1. The Examiner claims that *Wolfe*’s new vehicle purchase request record describes the tag request message of the present invention. (Office Action, p. 4). Applicants do not concede this contention and reserve the right to dispute it later, but even if correct, *Wolfe* fails to teach, suggest, or disclose “the tagged vehicle parameters including a vehicle identifier, a first dealer identifier of a first dealer having the tagged vehicle in inventory” and “a second dealer identifier of a second dealer selected by the user from whom to purchase the tagged vehicle in the first dealer’s inventory.”

Instead, *Wolfe* discloses a system that determines the one or more appropriate dealers for a generic new or used vehicle (or a specific dealer for a specific used vehicle) and generates a different purchase request record for each dealer. (*See, generally, Wolfe*, c. 11, l. 9 - c. 12, l. 40) For example, the new vehicle purchase request record in *Wolfe* includes a single dealer identification number (706), a vehicle make (708), and a vehicle model (710). (*See Wolfe*, c. 11, ll. 9-33; FIGURE 7; FIGURE 8). In other words, the new request record does not disclose or

suggest a second dealer identifier selected by a user. Next, a buyer-dealer association module (610) identifies the appropriate dealers based on exclusive sales regions, vehicle make, and/or zip code. (*See Wolfe*, c. 12, ll. 10-29). Then, regardless of whether it is a new vehicle or a used vehicle that matches a request, the buyer-dealer association module (610) creates “the necessary number of purchase request records, one for each of the plurality of dealer identification numbers.” (*Wolfe*, c. 12, ll. 31-40 (emphasis added); *see id.*, c. 13, ll. 8-17). Accordingly, Applicants respectfully submit that *Wolfe* fails to teach, suggest, or disclose a tag request message comprising “the tagged vehicle parameters including ... a first dealer identifier of a first dealer having the tagged vehicle in inventory ... and a second dealer identifier of a second dealer selected by the user from whom to purchase the tagged vehicle in the first dealer’s inventory,” as recited, in part, in amended Claim 1 (emphasis added). For at least these reasons, *Wolfe* fails to disclose, teach, or suggest the limitations recited in Claim 1, whether *Wolfe* is considered alone or in combination with any other reference of record or with knowledge of one skilled in the art at the time of the invention. Applicants request reconsideration and allowance of amended Claim 1.

For at least these reasons, and because Claims 3, 9, and 15 depend from Claim 1 shown above to be allowable, Applicants respectfully request reconsideration and allowance of Claims 3, 9, and 15.

For at least the reasons stated above with regard to Claim 1, Applicants respectfully request reconsideration and allowance of independent Claims 17, 31, and 45. For at least the reasons stated above with regard to Claims 3, 9, and 15, and because Claims 23, 29, 37, 43, and 49 depend from Independent Claims shown above to be allowable, Applicants respectfully request reconsideration and allowance of Claims 23, 29, 37, 43, and 49.

### **Section 103 Rejections**

The Examiner rejects Claims 2, 32, 33, 47, and 51 under 35 U.S.C. §103(a) as being unpatentable over *Wolfe* in view of Tittel et al. “XML for Dummies” (hereinafter “*Tittel*”).

At the outset, Applicants respectfully request that the Examiner withdraw the *Wolfe* – *Tittel* combination as improper. To establish a *prima facie* case of obviousness, an Examiner must show, among other things, some suggestion or motivation, either in the references

themselves or in the knowledge generally available to one of ordinary skill in the art, to modify the reference or to combine reference teachings. M.P.E.P. §2142. Further, a prior art reference must be considered in its entirety, including portions that would lead away from the claimed invention. *W.L. Gore & Associates, Inc. v. Garlock, Inc.*, 721 F.2d 1540, 220 U.S.P.Q. 303 (Fed. Cir. 1983), cert. denied, 469 U.S. 851 (1984); M.P.E.P. §2141.02.

As described above, *Wolfe* fails to teach, suggest, or disclose “the tagged vehicle parameters including ... a first dealer identifier of a first dealer having the tagged vehicle in inventory” and “a second dealer identifier of a second dealer selected by the user from whom to purchase the tagged vehicle in the first dealer’s inventory.” Instead, the Examiner’s primary reference – *Wolfe* – specifically teaches away from this concept. Generally, *Wolfe* discloses a “Data Center system [that] determines at least one appropriate dealer to receive the purchase request” and stores the request in “the appropriate dealer’s exclusive database region.” (*Wolfe*, Abstract (emphasis added)).

In particular, *Wolfe* teaches that a dealer is “assigned an exclusive database region in the system database.” (*Wolfe*, c. 4, ll. 49-54 (emphasis added)). The seller’s exclusive database region may be physical or virtual, (*Wolfe*, c. 2, ll. 31-41 (emphasis added)), and “*may only be accessed by the assigned dealer* and the Data Center system programs.” (*Wolfe*, c. 6, ll. 65-67 (emphasis added)). After determining one or more appropriate sellers for a purchase request, the buyer-dealer association module (610) creates “the necessary number of purchase request records, one for each of the plurality of dealer identification numbers,” (*Wolfe*, c. 12, ll. 31-34 (emphasis added); *see id.*, c. 13, ll. 8-17), and “the system immediately stores the purchase request in the appropriate seller’s exclusive database region.” (*Wolfe*, c. 5, ll. 5-7 (emphasis added); *see also id.*, c. 3, ll. 5-14). In other words, each purchase request record is linked to a single dealer and stored in the dealer’s exclusive database region in *Wolfe*. This sort of one-to-one correspondence between “purchase request record” and “dealer identifier” required by *Wolfe* specifically teaches away from “a tag request message comprising tagged vehicle parameters ... including ... a first dealer identifier ... and a second dealer identifier.”

Not only does *Wolfe* teach away from “a second dealer identifier selected by the user from whom to purchase the tagged vehicle in the first dealer’s inventory,” but if *Wolfe* were modified to allow such a capability, the “proposed modification would render the prior invention

being modified unsatisfactory for its intended purpose,” and, therefore, “there is no suggestion or motivation to make the proposed modification.” MPEP §2143.01. Also, the “proposed modification or combination of the prior art would change the principle of operation of the prior art invention being modified,” and, therefore, “the teachings of the references are not sufficient to render the claims *prima facie* obvious.” MPEP §2143.01. As described above, the fundamental principle of *Wolfe* includes creating a purchase request record and storing the new record in “an exclusive database region for each participating dealer.” (*Wolfe*, Abstract). The exclusive database region is necessary in *Wolfe* to allow each dealer, upon logging in, “immediate access to its exclusive database region and the contents thereof.” (*Wolfe*, c. 7, l. 33-40). As *Wolfe* is necessarily limited to “an exclusive database region for each participating dealer,” (*Wolfe*, Abstract), it is incapable of adding a purchase request record to an exclusive database region, wherein the record would include “a second dealer identifier selected by the user from whom to purchase the tagged vehicle in the first dealer’s inventory.” For example, in *Wolfe*, “the collection of all records associated with the seller advantageously comprises a virtual exclusive database region.” (*Wolfe*, c. 2, l. 38-41). Modifying *Wolfe* to include “a second dealer identifier selected by the user from whom to purchase the tagged vehicle in the first dealer’s inventory”, as specifically recited by Claim 1, defeats any “exclusive database region” as required by *Wolfe*.

Accordingly, Applicants respectfully submit that the proposed modifications of *Wolfe* are improper because *Wolfe* teaches away from “the tagged vehicle parameters including ... a first dealer identifier of a first dealer having the tagged vehicle in inventory ... and a second dealer identifier of a second dealer selected by the user from whom to purchase the tagged vehicle in the first dealer’s inventory” as recited, in part, by independent Claim 1.

For at least these reasons, and because Claims 2, 32, 33, 47, and 51 depend from Independent Claims shown above to be allowable, Applicants respectfully request reconsideration and allowance of Claims 2, 32, 33, 47, and 51.

The Examiner rejects Claims 4, 5-8, 11, 12, 16, 18-22, 25, 26, 30, 34-36, 39, 40, 44, 46, 48, and 50 under 35 U.S.C. §103(a) as being unpatentable over *Wolfe*. For at least the reasons stated above in regard to Claims 2, 32, 33, 47, and 51, and because Claims 4, 5-8, 11, 12, 16, 18-22, 25, 26, 30, 34-36, 39, 40, 44, 46, 48, and 50 depend from Independent Claims shown above

to be allowable, Applicants respectfully request reconsideration and allowance of Claims 4, 5-8, 11, 12, 16, 18-22, 25, 26, 30, 34-36, 39, 40, 44, 46, 48, and 50.

The Examiner rejects Claims 13, 14, 27, 28, 41, and 42 under 35 U.S.C. §103(a) as being unpatentable over *Wolfe* in view of Korth et al. "Database System Concepts." For at least the reasons stated above in regard to Claims 2, 32, 33, 47, and 51, and because Claims 4, 13, 14, 27, 28, 41, and 42 depend from Independent Claims shown above to be allowable, Applicants respectfully request reconsideration and allowance of Claims 13, 14, 27, 28, 41, and 42.

The Examiner rejects Claims 10, 24, and 38 under 35 U.S.C. §103(a) as being unpatentable over *Wolfe* in view of St. Laurent "Cookies.". For at least the reasons stated above in regard to Claims 2, 32, 33, 47, and 51, and because Claims 10, 24, and 38 depend from Independent Claims shown above to be allowable, Applicants respectfully request reconsideration and allowance of Claims 10, 24, and 38.

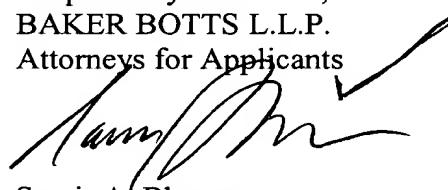
Conclusion

Applicant has now made an earnest attempt to place this case in condition for immediate allowance. For the foregoing reasons and for other reasons clearly apparent, Applicant respectfully requests reconsideration and allowance of all pending Claims.

Although no fees are believed due, the Commissioner is hereby authorized to charge any fees necessary for advancement of the prosecution of this case or credit any overpayment to Deposit Account No. 02-0384 of Baker Botts, L.L.P.

If there are matters that can be discussed by telephone to advance prosecution of this application, Applicants invite the Examiner to contact its attorney at the number provided below.

Respectfully submitted,  
BAKER BOTTS L.L.P.  
Attorneys for Applicants



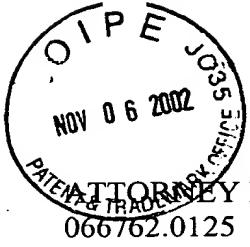
Samir A. Bhavsar  
Reg. No. 41,617

Date: November 6, 2002

CORRESPONDENCE ADDRESS:

Customer Number or Bard Code Label:





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PATENT APPLICATION  
09/543,860

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**Markups Reflecting Changes**

**In the Specification**

Please refer to the attached sheets reflecting changes to the specification.

On Page 1, under the heading "Related Applications," please replace the paragraph beginning at Line 11 with:

This application claims the benefit of [U.S. Patent Application Serial number 09/561,644, filed May 2, 2000, and entitled *Method and System for Configuring and Ordering Consumer Product, which claims benefit of*] U.S. Provisional Application Serial number 60/163,755, filed November 5, 1999, and entitled *Automotive Internet Business Methods and Systems*.

**In the Claims**

Applicant has produced a marked-up version of the amended claims below. For the convenience of the Examiner, Applicant has also produced the rest of the pending claims. Please amend the claims as follows.

1. **(Amended)** An online communication schema for an online vehicle ordering and tracking system, comprising:

a search request message including:

at least one search criteria; and

a weighting of each criterion;

a search reply message including:

a list of vehicles [substantially] matching the at least one search criteria; and

a plurality of vehicle configuration parameters of the vehicles [substantially] matching [the] at least one search criteria, including vehicle identifier, make, model, dealer identifier, price, and color;

and

a tag request message comprising tagged vehicle parameters, the tagged vehicle parameters including:

the vehicle identifier;

a first dealer identifier of a first dealer having the tagged vehicle in inventory; and

a second dealer identifier of a second dealer selected by the user from whom to purchase the tagged vehicle in the first dealer's inventory.

2. The communication schema, as set forth in claim 1, wherein the search request and reply messages are in XML.

3. The communication schema, as set forth in claim 1, wherein the search request message comprises:

a request tag;

a criteria tag; and

a criterion tag providing a dealer identifier.

4. The communication schema, as set forth in claim 3, wherein the search request message further comprises:

the criterion tag providing an enumeration of a plurality of attributes each specifying a vehicle configuration parameter, including make, model, and year;

a close criterion tag;

a close criteria tag; and

a close request tag.

5. The communication schema, as set forth in claim 4, wherein the criterion tag further including:

a requirement attribute indicative of whether the criterion is required; and

a weight attribute indicate of a search weighting of the criterion.

6. The communication schema, as set forth in claim 1, wherein a vehicle parameter of the search reply message comprise:

a vehicle identifier;

a vehicle status;

a dealer identifier;

a list of configured model parameters, including:

a price;

a make;

a model;

an engine specification;

a transmission specification; and

an exterior paint color.

7. The communication schema, as set forth in claim 1, wherein a vehicle parameter of the search reply message comprise:

a vehicle identifier;

a vehicle status;

a dealer identifier;

a list of configured model parameters, including:

a price;

a make;

a model;

an engine specification;

a transmission specification;

an exterior paint color;

a wheel specification;

a tire specification;

a seat fabric specification;

an interior color; and

an audio system specification.

8. The communication schema, as set forth in claim 1, wherein a vehicle parameter of the search reply message comprise:

- a vehicle identifier;
- a vehicle status;
- a dealer identifier;
- a list of configured model parameters, including:
  - a price;
  - a make;
  - a model;
  - an engine specification;
  - a transmission specification;
  - an exterior paint color;
  - a wheel specification;
  - a tire specification;
  - a seat fabric specification;
  - an interior color;
  - an audio system specification;
  - a drive specification;
  - a cab specification;
  - a body style specification;
  - a real axle ratio specification;
  - a pay load package specification;
  - a wheel base specification;
  - a roof color;
  - a door specification;
  - an accent color;
  - a spare tire specification;
  - a PEP specification;
  - an option package specification; and
  - a stand alone package specification.

9. (Amended) The communication schema, as set forth in claim 1, [further comprising: a] wherein the tag request message [including]further comprises:  
order information associated with the tag request;  
contact information of the user; and  
credit authorization information[; and  
**tagged vehicle parameters].**

10. The communication schema, as set forth in claim 9, wherein the order information comprises:

a source identifier associated with the web site from which the tag request originated;  
a session identifier of the online session during which the tag request was submitted;  
an order number;  
an order total price;  
a deposit amount;  
an order date;  
an order time;  
a dealer identifier; and  
a payment method.

11. The communication schema, as set forth in claim 9, wherein the contact information comprises:

a customer identifier;  
a customer name;  
a customer address;  
a customer email address;  
a customer daytime telephone number;  
a customer evening telephone number;  
a customer facsimile number; and  
a specification of a best way to contact the customer.

12. The communication schema, as set forth in claim 9, wherein the credit card authorization information comprises a credit card authorization number.

13. (Amended) The communication schema, as set forth in claim [9]1, wherein the tagged vehicle parameters further comprises:

[**a vehicle identifier;**]

a stock number;

an item number;

an order line number;

a plurality of vehicle configuration parameters;

[**a dealer identifier of a dealer having the tagged vehicle in inventory;**

**a dealer identifier of a dealer selected by the user from whom to purchase the tagged vehicle;**]

a vehicle initial status indicative of whether the vehicle is new or used; and

a locate search identifier specifying the selected vehicle configuration.

14. The communication schema, as set forth in claim 13, wherein the plurality of vehicle configuration parameters comprises:

- a price;
- a make;
- a model;
- an engine specification;
- a transmission specification;
- an exterior paint color;
- a wheel specification;
- a tire specification;
- a seat fabric specification;
- an interior color;
- an audio system specification;
- a drive specification;
- a cab specification;
- a body style specification;
- a real axle ratio specification;
- a pay load package specification;
- a wheel base specification;
- a roof color;
- a door specification;
- an accent color;
- a spare tire specification;
- a PEP specification;
- an option package specification; and
- a stand alone package specification.

15. (Amended) The communication schema, as set forth in claim [9]1, further comprising a tag status message generated in response to processing [a] the tag request message.

16. The communication schema, as set forth in claim 15, wherein the tag status message comprises:

- an order number;
- an order line number;
- an item number;
- a model year;
- a dealer identifier;
- a body style;
- an order status;
- an action code;
- an order receipt date;
- an order process date; and
- an order process time.

17. (Amended) A communication schema used in an online system enabling a user to search in-inventory and in-process products, comprising:

a search request message including:

at least one search criteria describing the parameters of a desired product; and  
a weighting of each criterion;

a search reply message including:

a list of products [substantially] matching [the] at least one search criteria; and  
a plurality of product configuration parameters of the products [substantially]  
matching [the] at least one search criteria;

a tag request message including:

order information associated with the tag request;

contact information of the user;

credit authorization information; and

tagged product parameters, the tagged product parameters including a product identifier, a first dealer identifier of a first dealer having the tagged product in inventory and a second dealer identifier of a second dealer selected by the user from whom to purchase the tagged product in the first dealer's inventory; and

a tag status message generated in response to processing the tag request message.

18. The communication schema, as set forth in claim 17, wherein the product is a vehicle and the search request message comprises:

a request tag;

a criteria tag;

a criterion tag providing an enumeration of a plurality of attributes each specifying a vehicle configuration parameter, including VIN, dealer identifier, make, model, year, engine data, transmission data, tire data, exterior color, interior color, roof color, seat fabric, accent color, option, MSRP, body style, vehicle type, category, price, condition, wheel data, and audio system data;

a close criterion tag;

a close criteria tag; and

a close request tag.

19. The communication schema, as set forth in claim 18, wherein the criterion tag further including:

- a requirement attribute indicative of whether the criterion is required; and
- a weight attribute indicate of a search weighting of the criterion.

20. The communication schema, as set forth in claim 17, wherein a vehicle parameter of the search reply message comprise:

- a vehicle identifier;
- a vehicle status;
- a dealer identifier;
- a list of configured model parameters, including:
  - a price;
  - a make;
  - a model;
  - an engine specification;
  - a transmission specification; and
  - an exterior paint color.

21. The communication schema, as set forth in claim 17, wherein a vehicle parameter of the search reply message comprise:

- a vehicle identifier;
- a vehicle status;
- a dealer identifier;
- a list of configured model parameters, including:
  - a price;
  - a make;
  - a model;
  - an engine specification;
  - a transmission specification;
  - an exterior paint color;
  - a wheel specification;
  - a tire specification;
  - a seat fabric specification;
  - an interior color; and
  - an audio system specification.

22. (Amended) The communication schema, as set forth in claim 17, wherein a vehicle parameter of the search reply message comprise:

- [a] the vehicle identifier;
- a vehicle status;
- a dealer identifier;
- a list of configured model parameters, including:
  - a price;
  - a make;
  - a model;
  - an engine specification;
  - a transmission specification;
  - an exterior paint color;
  - a wheel specification;
  - a tire specification;
  - a seat fabric specification;
  - an interior color;
  - an audio system specification;
  - a drive specification;
  - a cab specification;
  - a body style specification;
  - a real axle ratio specification;
  - a pay load package specification;
  - a wheel base specification;
  - a roof color;
  - a door specification;
  - an accent color;
  - a spare tire specification;
  - a PEP specification;
  - an option package specification; and
  - a stand alone package specification.

**Please cancel Claim 23 without prejudice or disclaimer.**

24. **(Amended)** The communication schema, as set forth in claim [23]17, wherein the order information comprises:

- a source identifier associated with the web site from which the tag request originated;
- a session identifier of the online session during which the tag request was submitted;
- an order number;
- an order total price;
- a deposit amount;
- an order date;
- an order time;
- a dealer identifier; and
- a payment method.

25. **(Amended)** The communication schema, as set forth in claim [23]17, wherein the contact information comprises:

- a customer identifier;
- a customer name;
- a customer address;
- a customer email address;
- a customer daytime telephone number;
- a customer evening telephone number;
- a customer facsimile number; and
- a specification of a best way to contact the customer.

26. **(Amended)** The communication schema, as set forth in claim [23]17, wherein the credit card authorization information comprises a credit card authorization number.

27. (Amended) The communication schema, as set forth in claim [23]17, wherein the tagged **[vehicle] product** parameters **further** comprises:

**[a vehicle identifier;]**

a stock number;

an item number;

**an order line number;**

a plurality of vehicle configuration parameters;

**[a dealer identifier of a dealer having the tagged vehicle in inventory;**

**a dealer identifier of a dealer selected by the user from whom to purchase the tagged vehicle;]**

a vehicle initial status indicative of whether the vehicle is new or used; and

a locate search identifier specifying the selected vehicle configuration.

28. **(Amended)** The communication schema, as set forth in claim [23]17, wherein the plurality of vehicle configuration parameters comprises:

- a price;
- a make;
- a model;
- an engine specification;
- a transmission specification;
- an exterior paint color;
- a wheel specification;
- a tire specification;
- a seat fabric specification;
- an interior color;
- an audio system specification;
- a drive specification;
- a cab specification;
- a body style specification;
- a real axle ratio specification;
- a pay load package specification;
- a wheel base specification;
- a roof color;
- a door specification;
- an accent color;
- a spare tire specification;
- a PEP specification;
- an option package specification; and
- a stand alone package specification.

29. **(Amended)** The communication schema, as set forth in claim [23]17, further comprising a tag status message generated in response to processing a tag request message.

30. The communication schema, as set forth in claim 29, wherein the tag status message comprises:

- an order number;
- an order line number;
- an item number;
- a model year;
- a dealer identifier;
- a body style;
- an order status;
- an action code;
- an order receipt date;
- an order process date; and
- an order process time.

31. **(Amended)** An online method of communication for an online product ordering and tracking system, comprising:

generating a search request message including at least one search criteria, the search criteria including a retailer identifier, and a weighting of each criterion; **[and]**

generating a search reply message in response to processing the search request message, the search reply message including a list of products **[substantially]** matching **[the] at least one** search criteria, including products in-inventory at the retailer identified by the retailer identifier as well as products in-transit to the retailer and in-process products; **and**

**generating a tag request message, the tag request message comprising tagged vehicle parameters, the tagged vehicle parameters comprising a vehicle identifier, a first dealer identifier of a first dealer having the tagged vehicle in inventory and a second dealer identifier of a second dealer selected by the user from whom to purchase the tagged vehicle in the first dealer's inventory.**

32. The communication method, as set forth in claim 31, wherein generating the search request message comprises generating an XML message.

33. The communication method, as set forth in claim 31, wherein generating the search reply message comprises generating an XML message.

34. **(Amended)** The communication method, as set forth in claim 31, wherein generating the search request message comprises generating the search request message having:

**[a] the vehicle identifier;**

a vehicle status;

a dealer identifier;

a list of configured model parameters, including:

a price;

a make;

a model;

an engine specification;

a transmission specification; and

an exterior paint color.

35. (Amended) The communication method, as set forth in claim 31, wherein generating the search reply message comprises generating vehicle parameters including:

- [a] the vehicle identifier;
- a vehicle status;
- a dealer identifier;
- a list of configured model parameters, including:
  - a price;
  - a make;
  - a model;
  - an engine specification;
  - a transmission specification;
  - an exterior paint color;
  - a wheel specification;
  - a tire specification;
  - a seat fabric specification;
  - an interior color; and
  - an audio system specification.

36. **(Amended)** The communication method, as set forth in claim 31, wherein generating the search reply message comprise incorporating:

- [a] the vehicle identifier;
- a vehicle status;
- a dealer identifier;
- a list of configured model parameters, including:
  - a price;
  - a make;
  - a model;
  - an engine specification;
  - a transmission specification;
  - an exterior paint color;
  - a wheel specification;
  - a tire specification;
  - a seat fabric specification;
  - an interior color;
  - an audio system specification;
  - a drive specification;
  - a cab specification;
  - a body style specification;
  - a real axle ratio specification;
  - a pay load package specification;
  - a wheel base specification;
  - a roof color;
  - a door specification;
  - an accent color;
  - a spare tire specification;
  - a PEP specification;
  - an option package specification; and
  - a stand alone package specification.

37. (Amended) The communication method, as set forth in claim 31, [further comprising] wherein the [generating a] tag request message [including] further comprises:  
order information associated with the tag request;  
contact information of the user; and  
credit authorization information[; and  
tagged vehicle parameters].

38. The communication method, as set forth in claim 37, wherein generating the tag request message comprises incorporating order information, comprising:  
a source identifier associated with the web site from which the tag request originated;  
a session identifier of the online session during which the tag request was submitted;  
an order number;  
an order total price;  
a deposit amount;  
an order date;  
an order time;  
a dealer identifier; and  
a payment method.

39. The communication method, as set forth in claim 37, wherein generating tag request message comprises incorporating the contact information comprising:  
a customer identifier;  
a customer name;  
a customer address;  
a customer email address;  
a customer daytime telephone number;  
a customer evening telephone number;  
a customer facsimile number; and  
a specification of a best way to contact the customer.

40. The communication method, as set forth in claim 37, wherein generating the tag request message comprises incorporating a credit card authorization number.

41. (Amended) The communication method, as set forth in claim [37]31, wherein generating the tag request message comprises incorporating the tagged vehicle parameters, the tagged vehicle parameters further comprising:

**[a vehicle identifier;]**

a stock number;

an item number;

an order line number;

a plurality of vehicle configuration parameters;

**[a dealer identifier of a dealer having the tagged vehicle in inventory;**

**a dealer identifier of a dealer selected by the user from whom to purchase the tagged vehicle;]**

a vehicle initial status indicative of whether the vehicle is new or used; and

a locate search identifier specifying the selected vehicle configuration.

42. The communication method, as set forth in claim 41, wherein generating the tag request message comprises incorporating the plurality of vehicle configuration parameters comprising:

- a price;
- a make;
- a model;
- an engine specification;
- a transmission specification;
- an exterior paint color;
- a wheel specification;
- a tire specification;
- a seat fabric specification;
- an interior color;
- an audio system specification;
- a drive specification;
- a cab specification;
- a body style specification;
- a real axle ratio specification;
- a pay load package specification;
- a wheel base specification;
- a roof color;
- a door specification;
- an accent color;
- a spare tire specification;
- a PEP specification;
- an option package specification; and
- a stand alone package specification.

43. The communication method, as set forth in claim 37, further comprising generating a tag status message in response to processing the tag request message.

44. The communication method, as set forth in claim 43, wherein the generating the tag status message comprises:

- incorporating an order number;
- incorporating an order line number;
- incorporating an item number;
- incorporating a model year;
- incorporating a dealer identifier;
- incorporating a body style;
- incorporating an order status;
- incorporating an action code;
- incorporating an order receipt date;
- incorporating an order process date; and
- incorporating an order process time.

45. (Amended) An online method of locating consumer product having specific configuration in an enterprise production pipeline and inventory, comprising:

generating a search request message including product configuration data submitted by a user, the product configuration data including make and model of a vehicle, and a weighting of each parameter; and

formulating a search query with search criteria corresponding to the product configuration data;

searching an inventory database for a product matching the product configuration data, the inventory database containing product on the order bank, in-production, in-transit, and in-inventory;

generating a search reply message in response to processing the search request message, the search reply message including a list of products [substantially] matching [the] at least one search criteria, each product having a plurality of configuration parameters; [and]

displaying the list of products;

receiving a tag request message submitted by the user, the tag request message containing a unique product identifier and tagged vehicle parameters, the tagged vehicle parameters comprising a first dealer identifier of a first dealer having the tagged product in inventory and a second dealer identifier of a second dealer selected by the user from whom to purchase the tagged product in the first dealer's inventory;

modifying the product availability data associated with the product identified by the unique product identifier in the inventory database; and

generating a tag reply message confirming the completion of tagging the identified product.

46. The method, as set forth in claim 45, wherein generating the search reply message comprises:

compiling a list of products and respective configuration data; and

providing a percentage value for each product in the list indicative of the degree of match between the product and the configuration data contained in the search request message.

47. The method, as set forth in claim 45, further comprising:  
receiving a search request document containing search criteria and converting to an XML  
document having a predetermined format; and  
converting the XML document to an XML search request message.

48. **(Amended)** The method, as set forth in claim 45, further comprising:  
displaying product configuration information to the user on a web page;  
receiving product configuration selection from the user; and  
displaying a search result list of products [substantially] matching [the] at least one  
configuration and percentage matching data on a web page.

49. The method, as set forth in claim 45, further comprising:  
importing in-inventory product availability data from dealerships; and  
importing in-process product availability data from an enterprise database.

50. **(Amended)** The method, as set forth in claim 45, wherein generating the search  
reply message comprises:  
incorporating a unique identifier of each [substantially] matching product;  
incorporating configuration data of each [substantially] matching product; and  
sorting the [substantially] matching product by descending degree of match between the  
product configuration data of the product and the configuration data in the search request  
message.

**Please cancel Claim 51 without prejudice or disclaimer.**